

COMPUTOPIA™ NOW!

The Computopia Corporation is a new company dedicated to the production of personal and home computer programs and other highly interactive software.

In the old days computers were thought to be concerned only with "results," meaning the information you had when use of the machine was over. But the personal computer is also an interactive toy, companion, movie theater and visualization box. The user's experience is also an end product, sometimes the only one.

In every Computopia program design, the feeling and the conceptual structure of the program and its use are paramount. These we call the **virtuality** of the system. The design of interactive computer virtuality is now the most important aspect of the computer field, though few computer people seem to know it. We work hard to design our virtualities. And we strive to make our systems clear and simple for all users, even though this takes far more work.

JOT™ Editor (Juggler of Text)

This is a powerful word processor that works well with cassette as well as disk. More importantly, we believe it is the fastest and easiest-to-learn text editor anywhere.

LESSON 0. To step through text, hit the space bar.

LESSON 1. To Insert, merely type.

LESSON 2. To Delete, hit "Delete." (The last deletion is saved for a time in case of error.)

LESSON 3. To Rearrange, simply place three or four Cuts in the text (space, exclamation point, space). When you hit Escape Line Feed, the pieces thus cut switch places.

These rules may be applied to individual words, sentences, paragraphs, or arbitrary excisions. Advanced versions of the JOT editor will have form-letter and typesetting capability.

Basic JOT Editor, list price \$100.
Single-payment non-commercial lease.

PICTROLA™ Animator

This program allows the beginner easily to produce sequences of animated pictures. These are presently made up of screen characters.

Sequences of frames may be shown under timed free run or in user stepping mode. Transition between these modes may be handled automatically.

Additional animations may be brought in from cassette without interrupting the current performance.

Branching capability permits interactive movies, diagnostic questionnaires, artworks, point-of-sale displays, instructional materials and so on.

Later versions will add bit-map graphics.

Pictrola Animation System, list price \$125.
Single-payment non-commercial lease.

SUPERLANGUAGE™

This is a fast, interpretive language of the Lambda-calculus class, running on the 8080. It is not for beginners. It offers, however, powerful features for the production of highly interactive programs for commercial release. Thus we look forward to its use by sophisticated software vendors.

Special features include: trace mode for rapid debugging; arbitrary data structures; dynamic memory management; context switching and co-routining; program chaining; fast animation primitives; cassette I/O concurrent with execution/animation.

All operating system functions are available directly within Superlanguage.

Superlanguage, list price \$200.
Single-payment non-commercial lease.

Note: programs will ordinarily be supplied in Autonomous form, not requiring user access to Superlanguage. Customers leasing the Superlanguage package have the option of leasing other programs in Cooperative form, requiring full residency of Superlanguage but permitting customer modification, augmentation and binding with other programs.

STORE POLICY FOR PERSONAL USERS. We believe it is desirable for the local computer store to handle a personal user's transactions with The Computopia Corporation unless the customer requests otherwise.

LEASE POLICY. Numerous problems face the software vendor, all of which are worsened in the personal market.

Our problem is to bring personal users the finest software at reasonable prices, yet also to be able to supply similar programs to commercial customers in a fashion more in keeping with that market. The form of the lease permits this flexibility. The personal customer must execute a single base contract, after which he may order additional programs without further formality.

UPGRADE AND MAINTENANCE. Users wishing to upgrade to better programs of a given type may order the new version through their computer store and bring in the old program for trade-in. The same applies to bug-corrected versions. All software is supplied on an as-is basis; in the event of bug correction and routine improvements, users may trade programs through their computer store for a moderate cost.

Prices & terms subject to change without notice. Consult us on probable availability dates, configuration requirements.